Applicant : Dwight Allen Merriman et al.   Attorney's Docket No.: 16113-1341006
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AMENDMENTS TO THE CLAIMS

Listing of Claims

1. (Original)   A method for advertising, comprising:

receiving an advertisement request from a user node, wherein said advertisement request is based upon a link sent from an affiliate node to said user node in response to a content request sent from said user node to said affiliate node;

and selecting, in response to said advertisement request, an advertisement based upon stored information about said user node.

2. (Currently Amended)   The method of claim 1, wherein [[said]] selecting [[...]] an advertisement based upon stored information about said user node comprises selecting an advertisement based upon a prior content request sent from said user node to an affiliate node.

3. (Currently Amended)   The method of claim 1, wherein [[said]] selecting [[...]] an advertisement based upon stored information about said user node comprises selecting an advertisement based upon a prior selection of an advertisement for said user node.

4. (Currently Amended)   The method of claim 1, wherein [[said]] selecting [[...]] an advertisement based upon stored information about said user node comprises selecting an advertisement based upon a prior advertisement request from said user node.

5. (Currently Amended)   The method of claim 1, wherein [[said]] selecting [[...]] an advertisement based upon stored information about said user node comprises selecting [[. .]] an advertisement based upon information in a cookie associated with said user node.

6. (Currently Amended)   The method of claim 1, wherein [[said]] selecting [[...]] an advertisement based upon stored information about said user node comprises selecting [[. .]] an advertisement based upon at least one of the network address of said user node, the domain type of said user node, the time zone of said user node, the geographical location of said user node, and an industry code.

7. (Currently Amended)   The method of claim 1, wherein [[said]] selecting [[...]] an advertisement based upon stored information about said user node comprises selecting an advertisement based upon the number of times an advertisement has been sent to said user node.

8. (Currently Amended)   The method of claim 1, wherein selecting an advertisement is further based upon at least one of a browser type, a browser version, an operating system type, tape, and a proxy server, each associated with said user node.

9. (Original)   The method of claim 1, wherein said advertisement is selected if selection criteria associated with said advertisement are satisfied based upon said stored information.

10. (Original) The method of claim 1, wherein if selection criteria associated with more than one advertisement are satisfied based upon said stored information, then calculating a satisfaction index for each advertisement, and selecting the advertisement with the lowest satisfaction index.

11. (Original) The method of claim 10, wherein said satisfaction index for an advertisement is directly proportional to the number of times said advertisement is sent to a user node.

12. (Original) The method of claim 10, wherein said satisfaction index for an advertisement is inversely proportional to the amount of time expired since said advertisement was first permitted to be sent to a user node.

13. (Original) The method of claim 10, wherein said satisfaction index for an advertisement is inversely proportional to the maximum number of times the advertisement is permitted to be sent to a user node.

14. (Original) The method of claim 10, wherein said satisfaction index for an advertisement is directly proportional to the total amount of time over which said advertisement is permitted to be sent.

15. (Original) The method of claim 1, wherein said advertisement request includes an Internet Protocol address associated with said user node.

16. (Original) The method of claim 15, further comprising performing a reverse domain name lookup based upon said Internet Protocol address, and selecting said advertisement based upon the results of said reverse domain name lookup.

17. (Original) The method of claim 16, wherein said reverse domain name lookup includes a whois search.

18. (Original) The method of claim 16, further comprising performing a trace route operation, and selecting said advertisement based upon the results of said trace route operation.

19. (Original) The method of claim 1, further comprising sending said selected advertisement to said user node for display.

20. (Original) The method of claim 19, further comprising receiving from said user node a click through request for information about the advertiser associated with said selected advertisement.

21. (Original) The method of claim 20, further comprising sending a network address for said advertiser to said user node in response to said click-though request.

22. (Original) The method of claim 20, wherein said stored information includes information about a prior click-through request received from said user node.